THE AMBASSADOR
Newfoundland & Labrador
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As we move forward into the new millennium, it is clear that a new Newfoundland and Labrador is emerging. It is a Newfoundland and Labrador of enterprising, educated and self-reliant people. It is a Newfoundland and Labrador that is working together to create a competitive economy and a balanced social agenda. It is a Newfoundland and Labrador where community is foremost in our minds. And most of all, it is a province made up of people who are confident in their future.

Premier Roger Grimes
Rural EXPO 2001

Showcasing Business Talent

Rural EXPO 2001, a showcase to promote economic opportunities and business accomplishments in rural Newfoundland and Labrador held in Gander in October, began with entertainment and speeches. But the task of showcasing the province's achievements in rural business, youth entrepreneurship, and promoting Newfoundland and Labrador business talent took centre stage for the rest of the working weekend.

Sometimes, it takes a gathering like Rural EXPO to remind ourselves of the tremendous advantages of operating a business in Newfoundland and Labrador. During the three-day event, youth entrepreneurs quizzed government officials, businesses showcased their goods and services, and economic development practitioners aided the public and media in understanding the business opportunities that exist in this province.

The opening day featured an overview of how Newfoundland and Labrador is progressing in areas of business and export development. Premier Roger Grimes, speaking at the opening ceremonies, noted just a few of the success stories, that business in places like Cottle's Island, Bishop's Falls, Markland, and Stephenville and doing some pretty unique things - like building an entire community of pre-fabricated homes in Chile, cleaning up oil spills in Australia, producing kosher wine for the American marketplace, and producing and sending educational software around the world in English, Korean and Spanish.

And while rural Newfoundland business is enjoying a measure of success, it was acknowledged that there is work to be done. Delegates to Rural EXPO 2001 spent the weekend looking to each other for opportunities and solutions, discussing ways to strengthen rural business through exports, attracting investment, networking, partnerships and learning.

Among the topics open for debate: how to compete with the best in the world in the areas of manufacturing, resource industries and technology; capacity building and human resource development; and motivating communities through volunteerism.

Recognizing the importance of developing the next generation of business leaders, youth delegates were encouraged to participate through the conference's Youth Forum, featuring round-table discussions and sessions geared to economic development.

One of the highlights of Rural EXPO 2001 was the presentation of the Community Economic Development Awards honouring the accomplishments of the economic development community in Newfoundland and Labrador (see page 3).

High-technology

Newfoundland expertise tackles international problem Guigne developing landmine detection system for Croatia

The highly maneuverable ROV will carry the APL-DRUMS sonar into a shallow water test site in Croatia where 1,000 deactivated landmines and "false alarm" targets have been carefully placed and mapped.

A devastating humanitarian problem in war-torn regions could be mitigated through the use of one Newfoundland company's engineering expertise. Guigne Technologies Ltd. of St. John's is modifying its Dynamically Responding Ultrasonic Matrix System (DRUMS) technology to aid in the detection of landmines.

Between 1991 and 1995, hundreds of thousands of anti-tank and anti-personnel landmines were placed around strategic cities, along riverbanks and in wetlands in eastern Croatia. Though the mines were largely laid to restrict military movement, many were deployed to deny access by the civilian population to their homes and to the countryside.

In the last decade, landmines in Croatia have killed more than 600 people and injured close to 1,500.

Humanitarian de-mining requires the removal of all mines in designated regions. It is a tedious, methodical and very slow process, with United Nations protocols recommending clearance of all mines before civilians are allowed back into the cleared areas. The only accepted way to ensure the complete clearance of mines is to clear fields, gardens and roadsides by hand, centimetre by centimetre. Mine detection is typically done using manual prodders and teams of sniffer dogs. Mine clearance is performed either by hand or with robotic vehicles with mechanical flails that detonate the landmines.

The Croatian Mine Action Center (CROMAC) undertakes mine clearing operations in the Republic of Croatia. The task: search and de-mine an area roughly the size of Prince Edward Island by 2010.

Enter Guigne Technologies.

The company's DRUMS sonar technology offers a possible solution for detecting and classifying landmines and unexploded ordnance in shallow water. And CROMAC has signed a memorandum of understanding with Guigné that sets out a plan for the rapid, low cost development of a prototype mine detection and classification system.

APL-DRUMS™ (Anti-Personnel Landmine-DRUMS™) will use as much off-the-shelf components and operating software as possible. To carry the APL-DRUMS sonar, Guigné's business partner, Thomson-Marconi Sonar, an international supplier of military sonars for mine countermeasures and anti-submarine warfare, will provide an operationally tried-and-tested remotely operated vehicle (ROV) that is presently used in a marine mine-hunting role. The highly maneuverable ROV will carry the APL-DRUMS sonar into a shallow water test site in Croatia where 1,000 deactivated landmines and "false alarm" targets have been carefully placed and mapped. The prototype system will perform "blind" certification tests with the goal of detecting at least 996 mines, classifying them as either man-made or non-man-made.

They hope to produce a fully functional prototype system for certification testing in December 2002. Once certified by CROMAC, the system will undergo validation-testing, part of a real humanitarian de-mining operation with APL-DRUMS as the principal mine-hunting system.

Fishing Industry

ICELAND TRADE MISSION YIELDS SALES AGREEMENT

NorthStar Technical Inc. and Nordsea Ltd. of St. John's have signed a contract with Ismar hf. in Iceland. The Reykjavik company has been appointed exclusive sales representative in Iceland for NorthStar's NETMIND Trawl Monitoring System and will collaborate with NorthStar on product development.

The NETMIND Trawl Monitoring System is used extensively in the world's commercial fishing industry and the agreement will see the three companies collaborate in product development for the next generation of acoustic sensors and receivers to be produced by NorthStar Technical.

MHA George Sweeney, Parliamentary Secretary to Minister Beaton Tulk for Information and Advanced Technologies, participated in the signing during a reception hosted by the Department of Industry, Trade and Rural Development for members of the Icelandic business community and government. "In the past, acoustic trawl monitoring devices were exported to Newfoundland and Iceland almost entirely from Norway. It is to NorthStar's credit that they have produced a product of international caliber that can compete side-by-side with some of the most recognized names in this field," he said.

NorthStar Technical Inc. is a high technology development and manufacturing company with two main business activities: underwater communications systems and marine electronic contract manufacturing. NorthStar was also winner of the New England Trade Export Award at the 17th Newfoundland and Labrador Export Awards in April. Nordsea Ltd. is the international marketing agent for NorthStar Technical's NETMIND Trawl Monitoring System.

"The combination of Nordsea's fishing gear expertise, NorthStar's dedication to innovation and production excellence and Ismar's experience are essential to capture market share in Iceland and Europe," said Don Vokey, manager of marketing and sales for NorthStar Technical. "The contract will benefit all of the parties involved."

Did you Know?

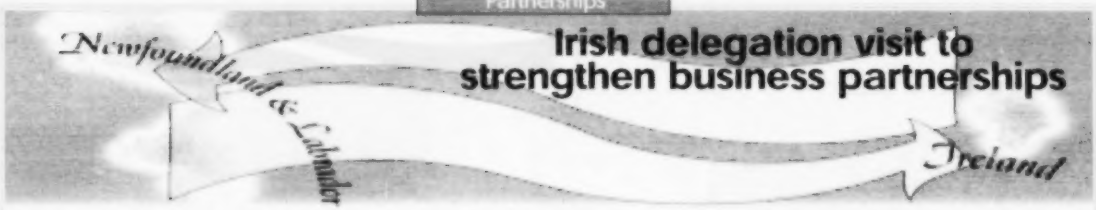
1 For the third year running, Karen Pottle, president of Exploits Design Inc. manufacturer of Rigor of St. John's, has received a major national fashion award. Pottle received the award from the Matinee Fashion Foundation. She is one of 25 Canadian designers who share in the $750,000 prize money.

2 The final count is in and Newfoundland and Labrador continues to outpace the Canadian average in Real GDP growth. In 2000, this province tied with Alberta with a Real GDP growth of 5.6 percent – exceeding previous provincial estimates and a Canadian average of 4.6 per cent.

3 The National Research Council's Institute for Marine Dynamics in St. John's has received $20 million to expand its research program and establish a business incubator program. The money is part of a $25 million investment in Newfoundland and Labrador to bolster research as part of the Atlantic Investment Partnership announced in June, 2000.

4 Rodney England, founder and owner of Guardian Security Ltd., is this year's winner of the BDC Young Entrepreneur Award. England started his business three years ago and now employs close to 70 people, with branches in Nova Scotia and New Brunswick.

Partnerships



Irish delegation visit to strengthen business partnerships

The development of business partnerships between Newfoundland and Labrador and Ireland has taken another step forward with the signing of two memoranda of understanding (MOUs) during a week-long business visit to the province by a delegation from Ireland.

The Canadian Centre for Marine Communications and the Irish Marine Institute have signed an MOU that is focused on bringing together complementary Irish and Newfoundland and Labrador technology companies to improve their ability to compete internationally. The MOU will concentrate on the application of technology in such areas as ocean and coastal zone mapping, navigation, fisheries management, environmental monitoring and marine engineering.

The second MOU was signed between Memorial University and the Dun Laoghaire Institute of Art, Design and Technology. Under this partnership, the signatories will collaborate to address specific segments of the international e-learning market for professional education and training and post-graduate programs. Operation ONLINE Inc. is also a signatory to this MOU.

Noel Treacy, Ireland's Minister of State for Science, Technology and Commerce said the MOUs "exemplify the spirit and intent of the Memorandum of Understanding signed by the Government of Ireland and the Government of Newfoundland in 1996. We will continue to work together to build sustainable business partnerships that help us achieve our common goals."

The new MOUs were signed following a meeting in St. John's of the boards for the Newfoundland-based Ireland Business Partnerships and the Ireland-based Ireland Newfoundland and Labrador Business Partnership.

Rural Development

Community Economic Development honoured at Rural EXPO

They are the players in economic development in Newfoundland and Labrador. They seek to better their communities by taking an active role in expanding opportunities at the local level. They foster entrepreneurial drive and they seek out and help develop partnerships to the benefit of the province.

And they were honoured for that dedicated work as part of the RuralEXPO 2001 conference and exhibition in Gander in October during a banquet to present the first Community Economic Development Awards.

The winners were selected from more than 80 nominations received for the five awards.
Wilf Sutton and Tom Sutton, of Trepassey captured the Outstanding Individual Achievement award recognizing their contribution to community economic development. Co-nominees and friends, both have been instrumental in the development of Mapping Our Future, a strategic development plan for their hometown of Trepassey.

In 1998 Wilf and Tom, without financial or administrative help, developed a discussion paper that provided the basis for extensive consultations with residents on the economic future of Trepassey. The community then came on side. This led to a Task Force on Economic Development, with Wilf and Tom in the lead. Today, Trepassey has its own Strategic Development Plan that is tied directly to regional initiatives being championed by the Irish Loop Regional Economic Development Board.

The Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) – took home the Excellence in Fostering Entrepreneurship award for their efforts to promote, mentor, and/or foster entrepreneurship at the community level.

NLOWE has played a lead role in fostering the success of women in business in Newfoundland and Labrador since 1997. Through its network of community-based facilitators and membership chapters, NLOWE provides women with access to information, counseling and connections they need to establish or grow their own businesses. NLOWE has assisted 1250 women entrepreneurs, facilitated 200 business startups by women, has led directly to the creation of over 400 jobs, and has helped improve the operation of almost 150 businesses owned by women.

The Nordic Economic Development Corporation (NEDC) garnered the Excellence in Partnership award that recognizes exceptional efforts and achievements of organizations working together in partnership. As one of the province's 20 regional economic development boards, NEDC uses a cooperative partnership approach among community stakeholders to produce long-term results for the economy on the tip of the Northern Peninsula.

Michelle Brown and Ina Marsh of Random North Development Association, Innovation in Education; Tom Sutton and Wilf Sutton of Trepassey, Outstanding Individual Achievement; Hon Beaton Tulk, Minister of Industry, Trade and Rural Development; Bea Courtney of Newfoundland and Labrador Organization for Women Entrepreneurs, Excellence in Fostering Entrepreneurship; Michelle Snow of St. John's, Excellence in Youth Leadership; and Travis Clifford of Nordic Development Association, Excellence in Partnership.

Nordic's working groups have included broad representation from industry partners, development associations, funding partners, municipalities, school boards and the local community college. Nordic has demonstrated leadership in the coordination of both social and economic initiatives that have benefited the entire region on the tip of the Northern Peninsula.

Michelle Snow of Clarke's Beach (now residing in St. John's) won the Excellence in Youth Leadership award for demonstrating exceptional initiative, visibility, leadership and success in engaging youth in community economic development.

Her volunteer efforts have included being chairperson of Futures in Newfoundland & Labrador Youth, a member of the Regional Economic Development Board in the Conception Bay North area and its Youth Council, and a member of the Premier's Advisory Council on Social Development.

The Random North Development Association (RNDA) captured the Innovation in Education award that recognizes the exceptional efforts and achievements in bringing together education and community economic development programs and activities for the betterment of their communities.

RNDA has been a driving force in the field of literacy, particularly in bridging the gap from education to employment for individuals who need assistance in upgrading their literacy skills to participate fully in the workplace. This has been accomplished through the development of partnerships between individuals, potential employers and several government departments who provide income and counseling support to the individuals in need of assistance. The RNDA model has been successfully piloted on the Bonavista Peninsula and will be integrated into the ongoing activities of the Discovery Regional Development Board across a number of industries. Four other Regional Economic Development Boards have also adopted the model.

Trade Mission

AMBASSADOR GOES (BACK) TO BOSTON

It was a trade mission like no other, but one organizers and participants won't soon forget.

The Trade and Investment division of the Department of Industry, Trade and Rural Development sponsored a trade mission of a different sort – this time focussing on our province's cultural industries – to Boston, Massachusetts in early November, and the results were beyond expectations.

Kicked off with a reception sponsored by Ambassador Newfoundland and Labrador, four bands, visual artists and representatives of Newfoundland and Labrador film makers and music industry took part in 40 meetings in four days. Management companies, booking agents, gallery curators, radio stations, and record companies and various Boston media were given a taste of what our talented artists have to offer, and they were suitably impressed.

Originally scheduled to begin September 17 but postponed by the tragic events in the United States on September 11, the Cultural Industries Trade Mission to Boston took on new meaning as delegates spoke of their renewed interest in attending.

A citation from Massachusetts Governor Jane Swift to the Film Producer's Association of Newfoundland (PAN) highlighted a screening of the Newfoundland and Labrador film Violet, produced by Dark Flowers Productions and starring Mary Walsh and Peter MacNeill, at Loews Theatre in downtown Boston. The citation recognized the work of the Film Producer's Association of Newfoundland and the Massachusetts Film Office: "in recognition of the longstanding cultural and historical ties between Massachusetts and the province of Newfoundland and Labrador, the Film Producer's Association of Newfoundland and increasing and ongoing efforts to coordinate and collaborate and mutually embrace film industries in their respective lands."

During the final night of the mission a second MOU was signed during a showcase event held at the Big Easy nightclub in Boston. The Music Industry Association of Newfoundland and Labrador (MIANL) signed with Boston music organization NEMO.

Denis Parker of MIANL, and Candace Avery of NEMO, signed the MOU in front of hundreds of people at a music showcase of Newfoundland and Labrador performers for Boston's industry representatives and the general public. George Sweeney, Parliamentary Secretary to the Minister of Industry, Trade and Rural Development (Information and Advanced Technologies), participated in the signing ceremony and the showcase.

Under the terms of the MOU, Newfoundland and Labrador musical performers will gain opportunities to perform at NEMO's Music Conference and Showcase in Boston, to be held April 11-13, 2002.

In its sixth year, NEMO's Music Conference and Showcase is one of North America's premier music industry events. It includes three nights of music featuring more than 200 artist showcases, the prestigious Boston Music Awards, two full days of panels, workshops, clinics and a trade show. Last year, only 200 performers were chosen from more than 1,300 applications.

In addition to the cultural industries taking part in the mission, St. John's architectural firm PHB Group Inc. returned to Boston to sign a memorandum of understanding (MOU) with the Boston-based architectural firm Jung/Brannen Associates Inc. to do joint bidding on international projects. This MOU was a direct result of a trade mission to New England in May. •

MESSAGE FROM THE MINISTER

This edition of the Ambassador newsletter recognizes the importance of the rural economy in Newfoundland and Labrador. The RuralEXPO conference and exhibition in Gander were a clear demonstration of the success stories happening today throughout the province. My Department of Industry, Trade and Rural Development is actively engaged in making sure that our success is known – both at home and throughout the world.

And there are success stories that are worth telling. We are telling them through action -- Through the business deals that are being struck every day in the halls and boardrooms of our companies -- Through the quality products and services that are being exported to every continent of the world -- Through the new jobs that are being created in our communities. And we are telling them through community leadership within our Regional Economic Development Boards and at many other tables around this province every single day.

Any way you look at it, our overall economic performance in the province has been solid. Our economy is strengthening. Communities are working together to realize the opportunities before them. And our people are benefiting.

That doesn't mean that we still don't have a way to go...because we do. What it does say, however, is that the path we have chosen is working.

As we head into the Christmas season, I would like to take this opportunity to wish each and every one of you a happy and joyous holiday season and best wishes for 2002.

Beaton Tulk

2001 RECEIVING THE WORLD

Marconi Youth Outreach Program
A Newfoundland Science Centre unique and interactive educational program featuring in-class workshops for children in grades 4 - 6. The program will travel across the province, commencing the end of September 2001 with an aim to inform, educate and increase awareness of the connection between Marconi and our province and ultimately show the relevance of wireless communications in all of our lives today.

National and International Trade Shows
Before 31 March 2002, the Department through its Receiving the World initiatives will be working with Nati and Canadian Centre for Marine Communications to promote the local wireless, communications and advance technology sector at four national and international industry specific trade shows and seminars:

Internet World Wireless East 2002	New York	February19-22, 2002
CTIA Wireless 2002	Orlando, FL USA	March 18-20, 2002

Communications Company Profiles
a series of radio spot profiles, promoting Newfoundland and Labrador's wireless communications and advanced Technology sector companies locally via the VOCM networks, periodically from April - November 2001.

The Sending Your Signal Program
provincially designed program open to Wireless and Communications businesses and organizations to provide financial assistance for the launching of new products or services.

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Newfoundland & Labrador Canada
Department of Industry, Trade and Rural Development

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